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We Claim:

1. An apparatus for dispensing fish attractant comprising:
a body comprising first and second housing sections, the first and second housing sections being detachably interconnected, the body comprising a fish attractant receiver;
at least one fish attractant dispersing opening communicating from the receiver and to the exterior of the housing;
the first and second housing sections comprising respective first and second passageway defining members, the passageway defining members interfitting with one another when the first and second housing sections are interconnected to define a passageway from the exterior of the body, through the body, and to the exterior of the body.
2. An apparatus according to claim 1 wherein the first and second housing sections are pivotable relative to one another when the first and second housing sections are interconnected, the apparatus comprising a closure which is shiftable as the first and second housing sections pivot relative to one another from a closed position wherein the closure closes the at least one fish attractant dispersing opening and to at least one second open position wherein the closure at least partially does not block the at least one fish attractant dispersing opening such that the at least one fish attractant dispersing opening is at least partially open.
3. An apparatus according to claim 2 wherein there are plural of said second open positions which vary one from another by the extent to which the closure blocks the at least one fish attractant dispersing opening to thereby vary the extent to which the at least one fish attractant dispersing opening is open.
4. An apparatus according to claim 3 wherein the first and second housing sections comprise indicia for visually indicating the extent to which the at least one fish attractant dispersing opening is open.
5. An apparatus according to claim 4 wherein the first housing section comprises a first visual indicia and the second housing section comprises a second

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visual indicia, the first and second visual indicia shifting relative to one another as the first and second housing sections pivot relative to one another, and wherein the relative positions of the first and second visual indicia indicate the position to which the first and second housing sections have shifted to thereby indicate the extent to which the at least one fish attractant dispersing opening is open.

6. An apparatus according to claim 5 wherein the first and second housing sections interfit and pivot relative to one another along a joint extending about the periphery of the body, wherein the first visual indicia is carried by the first housing section at a location adjacent to the joint and wherein the second visual indicia is carried by the second housing section at a location adjacent to the joint.

7. An apparatus according to claim 6 wherein the first visual indicia comprises a first raised projection formed as a part of the first housing section, the first passageway defining member also being formed as part of the first housing section, wherein the second visual indicia comprises a second raised projection formed as a part of the second housing section, and wherein the second passageway defining member is also formed as a part of the second housing section.

8. An apparatus according to claim 7 wherein the first and second housing sections are each of plastic.

9. An apparatus according to claim 7 wherein one of the first and second passageway defining members has a first end portion and the other of the first and second passageway defining members has a second end portion, the first end portion being sized for insertion into the second end portion and the second end portion being sized to receive the first end portion when the first and second housing sections are interconnected.

10. An apparatus for dispensing fish attractant comprising:
a body comprising first and second housing sections, the first and second housing sections being detachably interconnected, the body comprising a fish attractant containing chamber;

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at least one fish attractant dispersing opening communicating from the chamber and to the exterior of the housing;

the first and second housing sections comprising respective first and second passageway defining members, the passageway defining members interfitting with one another when the first and second housing sections are interconnected to define a passageway from the exterior of the body, through the body, and to the exterior of the body;

wherein the first and second housing sections interfit and pivot relative to one another along a joint extending about the periphery of the body, wherein the first visual indicia is carried by the first housing section at a location adjacent to the joint and wherein the second visual indicia is carried by the second housing section at a location adjacent to the joint; and

wherein one of the first and second passageway defining members has a first end portion and the other of the first and second passageway defining members has a second end portion, the first end portion being sized for insertion into the second end portion and the second end portion being sized to receive the first end portion when the first and second housing sections are interconnected.

11. An apparatus according to claim 10 wherein one of the first and second housing sections comprises a first peripheral lip, the first lip comprising an interior engagement surface, wherein the other of the first and second housing sections comprises a second peripheral lip, the second lip comprising an exterior engagement surface, the interior and exterior engagement surfaces engaging one another upon insertion of the said other of the first and second housing sections into the said one of said first and second housing section when the first and second housing sections are interconnected.

12. An apparatus according to claim 11 wherein the said one of said housing sections comprises a stop positioned to limit the extent of insertion of the said other of the first and second housing sections in the said one of said housing sections.

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13. An apparatus according to claim 11 wherein the first and second lips define plural fish attractant dispersing openings which are completely out of alignment with one another when the first and second housing sections are in a closed position to thereby block the flow of fish attractant through the fish attractant dispersing openings, the fish attractant dispersing openings being at least partially aligned when the first and second housing sections are pivoted to a fish attractant dispersing open position to provide a path for dispersing fish attractant from the chamber and through the at least partially aligned fish attractant dispersing openings.

14. An apparatus according to claim 13 wherein the extent of alignment of the fish attractant dispersing openings of the first lip and the fish attractant dispersing openings of the second lip is varied to vary the extent to which the fish attractant dispersing openings are open.

15. An apparatus according to claim 14 comprising first and second indicia carried by the respective first and second housing sections adjacent to respective first and second lips, the first and second indicia shifting relative to one another as the first and second housing sections are pivoted to align the fish attractant dispersing openings of the first and second lips, wherein the relative position of the first and second indicia provides a visual indication of the extent of alignment of the fish attractant dispersing openings of the respective first and second lips to thereby indicate the extent to which the fish attractant dispersing openings are open.

16. An apparatus according to claim 15 wherein the first and second lips are located at a central position of the interconnected first and second housing sections.

17. An apparatus according to claim 16 wherein the first and second housing sections form a generally ovoidal body when interconnected.

18. An apparatus according to claim 17 wherein there are only two of said first and second housing sections which form the body.

19. An apparatus for dispensing fish attractant comprising:

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a body comprising first and second housing sections, the first and second housing sections being detachably interconnected, the body comprising a fish attractant containing chamber;

at least one fish attractant dispersing opening communicating from the chamber
5 and to the exterior of the housing;

the first and second housing sections comprising respective first and second passageway defining members, the passageway defining members interfitting with one another when the first and second housing sections are interconnected to define a passageway from the exterior of the body, through the body, and to the exterior of the
10 body;

wherein one of the first and second housing sections comprises a first peripheral lip, the first lip comprising an interior engagement surface, wherein the other of the first and second housing sections comprises a second peripheral lip, the second lip comprising an exterior engagement surface, the interior and exterior engagement
15 surfaces engaging one another upon insertion of the said other of the first and second housing sections into the said one of said first and second housing section when the first and second housing sections are interconnected;

wherein the first and second lips define plural fish attractant dispersing openings which are completely out of alignment with one another when the first and second
20 housing sections are in a closed position to thereby block the flow of fish attractant through the fish attractant dispersing openings, the fish attractant dispersing openings being at least partially aligned when the first and second housing sections are pivoted to a fish attractant dispersing open position to provide a path for dispersing fish attractant from the chamber and through the at least partially aligned fish attractant dispersing
25 openings; and

wherein the first and second lips are located at a central position of the interconnected first and second housing sections.

20. An apparatus according to claim 19 comprising first and second indicia carried by the respective first and second housing sections adjacent to respective first

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and second lips, the first and second indicia shifting relative to one another as the first and second housing sections are pivoted to align the fish attractant dispersing openings of the first and second lips, with the relative position of the first and second indicia providing a visual indication of the extent of alignment of the fish attractant dispersing openings of the respective first and second lips to thereby indicate the extent to which the fish attractant dispersing openings are open.

21. An apparatus according to claim 19 wherein the extent of alignment of the fish attractant dispersing openings of the first lip and the fish attractant dispersing openings of the second lip is varied to vary the extent to which the fish attractant dispersing openings are open.

22. An apparatus according to claim 19 wherein the first and second housing sections comprising respective first and second passageway defining members, the passageway defining members interfitting with one another when the first and second housing sections are interconnected to define a passageway from the exterior of the body, through the body, and to the exterior of the body.

23. An apparatus according to claim 22 wherein one of the first and second passageway defining members has a first end portion and the other of the first and second passageway defining members has a second end portion, the first end portion being sized for insertion into the second end portion and the second end portion being sized to receive the first end portion when the first and second housing sections are interconnected.

24. An apparatus for dispersing fish attractant comprising:
housing means for containing fish attractant;
means for controlling the extent fish attractant dispersing openings are open to disperse fish attractant from the housing means and through the fish attractant dispersing openings; and

indicia means for visually indicating the extent to which the fish attractant dispersing openings are open.